



DEPARTMENT OF THE AIR FORCE
FIFTEENTH AIRLIFT WING
HICKAM AFB, HI



JUN 07 2007

MEMORANDUM FOR ALL WING AND TENANT UNITS

FROM: 15 AW/CC

SUBJECT: Hickam Online News Source Editorial Policy

1. The Hickam Online News source is an authorized electronic publication supporting the Hickam Air Force Base installation commander's internal information program tool to transmit information to the Hickam Air Force Base community. News and editorial content are furnished by the 15th Airlift Wing Public Affairs office.
2. With appropriate internet service, computer hardware and software, Hickam Online News is designed to be a continual information Web page keeping the community accurately informed with news and information. It is designed to be a quality-of-life tool helping and informing the Hickam community on matters that affect them. Hickam Online News and editorial content provide information for all members of the Hickam AFB community, active-duty service members, family members, civilian employees, and retirees - worldwide.
3. News coverage and content conform to policies of the Department of Defense, U.S. Air Force, Pacific Air Forces, and the installation commander. News reporting will be factual and objective and avoid morbid, sensational, or alarming details not necessary to factual news reporting. News writing distinguishes between fact and opinion. When an opinion is expressed, the source is identified. Hickam Online News does not publish commercial news and editorials.
4. Hickam Online News conforms to applicable regulations and laws relating to libel and copyright, the Air Force Privacy Act Program and Standards of Conduct. Articles also conform to style guidelines in the Associated Press Stylebook and Libel Manual.
5. The 15th Airlift Wing Commander typically defers decisions on news propriety, story placement on the homepage, publication date and length of time a story will run, and use of photography to the chief of public affairs. News and feature stories on Hickam people and organizations include all U.S. military services; recognize performance excellence; and help set standards for mission accomplishment.
6. Locally-originated articles reflect the policies of the installation commander in the interest of the Department of Defense and U.S. Air Force. Editorials should help readers understand DoD policies and programs. They will not imply criticism of other government agencies nor advocate or dispute specific political, diplomatic or legislative matters. Hickam Online News does not use unsolicited statements or articles on legislative matters by people or agencies outside the DoD, including officials or candidates for public office.

7. Hickam Online News does not glamorize the use of alcohol and tobacco. Articles concerning club, unit, or other activities may not mention alcoholic beverages.
8. Hickam Online News will support unit, club, and other authorized activities. All articles submitted to the Hickam Online News Source are subject to revision to ensure conformity to Air Force journalism guidelines for news writing, "style" guidelines in the Associated Press Stylebook and Libel Manual. Submitted news articles may be rewritten with the original writer's opinions placed in quotes. The person rewriting the article will receive credit for writing it and will inform the original author of the change. Online News will not publish "for sale" items, yard sales, job vacancies, or other advertisements that can be advertised through other sanctioned sources or agencies.
9. Due to manning limitations, requests for coverage should be made at least one week in advance to ensure public affairs and multi-media support are available. Exceptions will be made on a case-by-case basis and will be based on the event's newsworthiness. Exceptions must be approved by the chief or deputy chief of public affairs.
10. Before starting work on an unsolicited story for the Hickam Online News Source, the internal information division should be contacted at 449-6368 or e-mail 15aw.pa@hickam.af.mil. This will allow the staff to lay the ground rules on the story, including story length and story approach. Submitting a story to Hickam Online News, especially an unsolicited one, does not guarantee publication.
11. Hickam Online News articles are coordinated and reviewed for technical accuracy – not changes in writing style - with affected agencies as deemed appropriate by the chief of public affairs. Controversial or "sensitive" articles are coordinated with the installation commander and Headquarters PACAF Public Affairs Internal Information Division, when necessary, before publication.
12. Coverage of fund drives will be limited to the Combined Federal Campaign and the Air Force Assistance Fund Campaign. News during a given week determines coverage priority. The staff will coordinate with the fund drive key personnel to ensure appropriate coverage of these events.
13. Hickam Online News generally publishes on-the-job action photos. Photos unacceptable for publication include those containing alcoholic beverage or cigarette use; posed, group, check signing, ribbon cutting, retirement, reenlistment or award receipt photos, as well as "grip and grin" presentation photos; those containing controlled area badges; photos of DoD members not conforming to dress and appearance regulations; and poor quality photos. Only photos intended for use on Hickam Online News are coordinated by the Public Affairs staff with the wing official photographers.

14. All photos, articles, and editorials will be reviewed by the 15th Airlift Wing Public Affairs office for security, accuracy, propriety, and policy prior to publication.

15. Hickam Online News staff will update the webpage as needed. News, commentaries, and features will appear in order of prominence in the proper sections based on priority and timeliness and will be updated weekly except during exercises and inspections.

16. Articles that do not meet, at a minimum, one of the 10 elements of news will not be considered for publication. Elements of news are what determine a story's "newsworthiness." Timeliness – it is new; prominence – it is important for the majority of the base to know; oddity - unusual is news; emotion - how people feel about it; consequence - the effect on the reader; proximity - the event place at Hickam or involve its people or mission; drama - dramatic events; human interest - people doing interesting things; progress – technological advances; and conflicts - man vs. man, man vs. nature, etc.

17. The connectivity and service of the Hickam Online News Web page are the responsibility of the user, internet provider, and/or the Web master or server owner. The 15th Airlift Wing Public Affairs office is only responsible for Web page content. If you experience any connection problems to Hickam Online News, contact your internet provider or server owner.



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